

# **Tobacco Education and Research Oversight Committee (TEROC) Agenda**

Monday, May 19, 2003  
10 a.m. – 5 p.m.

Continental Plaza Auditorium  
601 North 7<sup>th</sup> Street  
Sacramento, CA 95814

10:00 – 10:15	Welcome and Introductions <ul style="list-style-type: none"><li>• Introduce new member Deborah Sanchez</li></ul>	Kirk Kleinschmidt
10:15 – 10:30	Approval of Minutes from March 24, 2003, Meeting; Correspondence; Announcements <ul style="list-style-type: none"><li>• Carol M. Russell award winner</li></ul>	Kirk Kleinschmidt Dian Kiser
10:30 – 10:40	Environmental Developments <u>Expected outcome:</u> <ul style="list-style-type: none"><li>• Discuss major tobacco-related news</li></ul>	Kirk Kleinschmidt
10:40 – 11:15	Legislative Update <u>Expected outcome:</u> <ul style="list-style-type: none"><li>• Learn about tobacco-related legislation</li><li>• Determine TEROC position on bills</li></ul>	Jamie Morgan
11:15 – 11:45	Budget and Finance Update <u>Expected outcome:</u> <ul style="list-style-type: none"><li>• Learn about the May revision of the Governor's Budget</li><li>• Learn about Board of Equalization Proposition 10 backfill funds distribution</li></ul>	Michael Tucker
11:45 – 12:00	Agency Budget Updates <u>Expected outcome:</u> <ul style="list-style-type: none"><li>• Learn effects of May revision on programs</li><li>• Review competitive grantee decision for funding</li></ul>	Robin Shimizu Larry Gruder Meredith Rolfe
12:00 – 1:00	<b>LUNCH BREAK</b>	

1:00 – 1:30	<p>Health and Economic Effects of Two Proposals to Increase the California State Cigarette Excise Tax</p> <p><u>Expected outcome:</u></p> <ul style="list-style-type: none"> <li>• Learn about the impact of different proposed cigarette taxes on health, consumption, and smuggling</li> </ul>	Michael Ong
1:30 – 2:00	<p>UC – Tobacco-Related Disease Research Program Report</p> <p><u>Expected outcome:</u></p> <ul style="list-style-type: none"> <li>• Learn recent program updates in relation to the master plan (MP)</li> <li>• Hear outcomes of April 18, 2003, meeting</li> <li>• Hear progress for hiring Director</li> </ul>	Larry Gruder
2:00 – 2:45	<p>CA Department of Education Report</p> <p><u>Expected outcome:</u></p> <ul style="list-style-type: none"> <li>• Learn recent program updates in relation to the MP</li> <li>• Learn about school-level projects from a teacher and student</li> </ul>	Meredith Rolfe
2:45 – 3:00	<b>BREAK</b>	
3:00 – 4:00	<p>DHS/TCS Report</p> <p><u>Expected outcome:</u></p> <ul style="list-style-type: none"> <li>• Learn recent program updates in relation to the MP</li> <li>• Review new ads produced and learn of new creative</li> <li>• Hear progress on new ad concepts, focus group responses, and approval status</li> </ul>	Dileep G. Bal
4:00 – 4:15	<p>Tax Earmark Campaign Update</p> <p><u>Expected outcome:</u></p> <ul style="list-style-type: none"> <li>• Learn about activities and collaboration</li> </ul>	Cyndi Lewis
4:15 – 4:30	Public Questions and Comments	Kirk Kleinschmidt
4:30 – 5:00	<p>MP Utilization Update</p> <p><u>Expected outcome:</u></p> <ul style="list-style-type: none"> <li>• Discuss additional distributions of MP and future plans</li> </ul>	Kirk Kleinschmidt
5:00	<p>Adjourn</p> <p>Next TEROC Meeting: July 21, 2003, in Sacramento</p>	